

ESCAPERIENCES AFFORDABLE TRAVEL EXPERIENCES

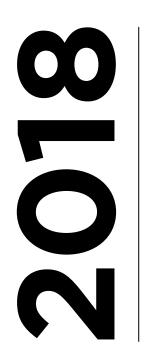












Escapes is a monthly travel magazine filled with fantastic deals and discounts, plus information-packed features on getaways for every taste. With a strong focus on local destinations, Escapes is the perfect read for budget-conscious South African travellers.

PRINT CIRCULATION

56 342 COPIES PER MONTH (ABC)

AGE 25-60	
LSM 6-10	

DISCOUNTS

5% for 3 issues booked 10% for 6 issues booked 15% for 9 issues booked 20% for 12 issues booked

DISTRIBUTION Monthly: 12 issues per year to subscribers on a name-and-address basis. Now available at selected retail outlets. **DELIVERY** Mailed to subscribers on a name-and-address basis.

ADVERT SPECIFICATIONS

Full Page spread

BLEED 5 mm all around (NB)

TRIM 275 mm (h) x 210 mm (w)

TYPE 255 mm (h) x 190 mm (w)

Double Page Spread

BLEED 5 mm all around (NB)

TRIM 275 mm (h) x 420 mm (w)

TYPE 255 mm (h) x 400 mm (w)

ADVERTISING RATES

Print (full colour)

Quarter page R	25 950
Half page R	10 950
Full page R	19 950
Double page spread R	29 950
Inside back cover R	23 950
Inside front cover R	23 950
Outside back cover R	31 950
Advertorials R	19 950

Digital

Per month (Facebook, Instagram, Twitter) ____ R1 000

ISSUE MATERIAL DEADLINE	
March 2018	26 January 2018
April 2018	23 February 2018
May 2018	23 March 2018
June 2018	20 April 2018
July 2018	25 May 2018
August 2018	22 June 2018

All rates exclude VAT. Full technical specifications will be provided by the HM Ad Traffic Department. Cancellation policy or T& C on the HSM website.



SOCIAL MEDIA

FACEBOOK

INSTAGRAM

TWITTER

Likes: 23 217

Followers: 2803

Followers: 226

ADVERTISING SALES ENQUIRIES

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